

# Welcome!

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## **Small Biz Resource C O N N E C T I O N S**



### Resource Partner:

Baltimore Metropolitan Women's  
Business Center  
at Morgan State University

**Topic: Women Business Training,  
Mentorship, and Resources**



October 7, 2022



# Baltimore Metropolitan Women's Business Center

## "Essential Steps for Successful Strategic Marketing"



Earl Grave School of Business

4100 Hillen Road

GBM 302

Baltimore, MD 21251

## **Baltimore Metropolitan Women's Business Center**





# Baltimore Metropolitan Women's Business Center "Essential Steps for Successful Strategic Marketing"



Encourage Small Business Ingenuity  
Business Advisement      Training      Mentorship

## **Baltimore Metropolitan Women's Business Center**





**The Baltimore Metropolitan Women's Business Center (Balt Metro WBC ) is a highly visible small business resource hosted by Morgan State University (MSU), the premier public urban research university in Maryland known for its excellence in teaching, intensive research, effective public service, and community engagement.**

**The Balt Metro Women's Business Center provides business advisory services via education, training, technical assistance, and mentorship to small businesses in the Baltimore City, Baltimore County, Howard, Frederick, Carroll and Harford counties of Maryland.**

**The Balt Metro WBC's commitment is to embrace women business owners and provide resources to enhance their business knowledge, as well as, support their ingenuity for entrepreneurial growth. The center's mission is to foster viable community investment through small business economic stability and sustainability.**





# General Services



The Balt Metro Women's Business Center is committed to embrace women business owners and provide resources to enhance their business knowledge as well as support their ingenuity for entrepreneurial growth.

*NO Fee  
Business  
Consulting*



**We're  
Here  
for you!**

- ONLINE TRAININGS
- ON-DEMAND WEBINARS
- ONE ON ONE BUSINESS ADVISING
- ENTREPRENEURIAL MENTORSHIP PROGRAM
- GROUP BUSINESS COUNSELING
- BUSINESS LEADERSHIP GROUP
- NETWORKING OPPORTUNITIES

**Contact Us *TODAY!***

For more Information visit  
<https://baltmetrowbc.org/>

Phone: 443-885-3663

Email: [baltmetrowbc@morgan.edu](mailto:baltmetrowbc@morgan.edu)

The Baltimore Metropolitan Women's Business Center is funded in part through a Cooperative Agreement with the U.S. Small Business Administration.



### Rise of Women Entrepreneurs

Due to evils like gender inequality, the role and number of women have always been underrepresented in business. They have always been looked down upon due to the consideration of their sex as 'weaker'. However, in actuality, the number of women entrepreneurs has shown an upswing for the last few decades.

*<https://appsthatdeliver.com/insights/women-in-business-statistics#Challenges-Faced-by-Women-Entrepreneurs>*

*Updated On: October 1, 2022 at 6:39 am / by Editorial Staff*

Courage, determination, passion, strength, and enthusiasm are some of the qualities that define a WOMAN. Eliza Lucas, a woman with a purpose, was the first female of the United States to take over her family business, at 16. And from then on, there's a continuous list of women found at every corner of the world, striving to establish themselves as no less than men. They have been fighting against all odds and are coming to par with males.

## Impact of Women in Business

Women in business have had a significant impact on running the economy. Their patience, ability to make connections, and adaptability to the changing environment are some of the qualities that have led them to become established entrepreneurs.

According to a survey of Harvard Business Review, women were placed higher in **12 out of 16** core leadership skills. (Online MBA)

- As compared with the **15%** male leaders, **20%** of the female leaders participate in the social media marketing of the company. (Online MBA)
- When pitching to investors, **two-thirds** of **750** females felt that they were not taken into consideration seriously. (Nat West)
- **89%** of the newly created businesses in 2019 are credited to women of color. (Business wire)
- In the last 10 years, there has been a **172%** increase in Hispanic women-owned businesses. (NWBC)
- **20%** of healthcare employees are usually hired by women-owned businesses. (Small business trends)





**BALT METRO WOMEN'S BUSINESS CENTER  
@ MORGAN STATE UNIVERSITY**

**SBA Training Schedule**

**FIRST Thursday of every month from  
12:30 PM - 1:30 PM**

The Balt Metro WBC will be hosting trainings facilitated  
by the U.S. Small Business Administration

**For registration & additional resource information  
visit our website [baltmetrowbc.org](http://baltmetrowbc.org)**

Mark your calendar for upcoming Trainings :

May 6th, 2021	SBA Who We ARE- Federal Services of SBA
June 3rd, 2021	SBA 8(a) and HUBZone Basic
July 1st, 2021	SBA Resources for Veterans
August 5th, 2021	SBA General Finances



U.S. Small Business  
Administration

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**BALT METRO WOMEN'S BUSINESS CENTER**

**WOMEN OWNED  
SMALL BUSINESS  
CERTIFICATION COHORT  
MARCH 31ST, 2022 @ NOON**

The Baltimore Metro Women's Business Center  
has partnered with Truist Bank and Morgan  
State University to provide hands-on support  
to  
Women-Owned and  
Veteran Women-Owned Businesses seeking  
government certifications.

**Interested in joining us?  
visit us at  
[www.baltmetrowbc.org](http://www.baltmetrowbc.org)**

**KEY CERTIFICATIONS  
ASSISTANCE:**

- Maryland - DBE, MBE, SBE
- Maryland SBR Program
- Federal - WOSB, EDWOSB, HUB Zone and 8(a)



U.S. Small Business  
Administration

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TRUIST



**CRITERIA FOR  
PARTICIPATING:**

- Must be in good with the state of Maryland
- Using some sort of accounting system
- Receiving revenue (government or commercial)
- Willing to commit at least 3 hours per week to the process



BALTIMORE METRO WOMEN'S  
BUSINESS CENTER @ MSU

## BARBARA A. ROBINSON ENTREPRENEURIAL MENTORING PROGRAM

### PROGRAM OVERVIEW



Our mentoring program commemorates the significant achievements of Maryland State Senator Barbara A. Robinson, a passionate champion for small businesses and women. Of her numerous contributions, she sponsored small business legislation, authored several books, and owned an award-winning small business.



#### CLIENT ENGAGEMENT

- ATTEND ENTREPRENEURIAL WORKSHOPS
- MATCH WITH MENTOR/ADVISOR
- COMPLETE ASSESSMENT & ACTION PLAN



#### 7 TRACK MENTOR ENGAGEMENT

- BUSINESS PLANNING
- FINANCIAL/BANKING
- OPERATIONS/MANAGEMENT
- LIKE BUSINESS CONNECTIVITY
- ENTREPRENEURIAL MINDSET
- MARKETING/SOCIAL MEDIA
- PROCUREMENT



#### CELEBRATE THE OUTCOMES

- COMPLETION CEREMONY
- BUSINESS CELEBRATION
- RECOGNITION OF ACCOMPLISHMENTS

FOR MORE INFORMATION,  
VISIT [BALTMETROWBC.ORG](http://BALTMETROWBC.ORG)  
OR CALL 443-885-2244.

START.  
GROW.  
SUSTAIN.

THE BALTIMORE METRO WOMEN'S BUSINESS CENTER IS FUNDED IN PART BY A COOPERATIVE AGREEMENT WITH THE U.S. SMALL BUSINESS ADMINISTRATION.



BALTIMORE METRO WOMEN'S  
BUSINESS CENTER @ MSU

## BARBARA A. ROBINSON ENTREPRENEURIAL MENTORING PROGRAM

### 7 TRACK MENTOR ENGAGEMENT

#### PROGRAM BENEFITS

##### MENTEES RECEIVE:

- ONE-ON-ONE MENTORING SESSIONS
- FREE TRAINING WORKSHOPS
- GUIDANCE TO CREATE A CUSTOM BUSINESS ACTION PLAN
- VALUABLE BUSINESS CONNECTIONS
- PROGRAM COMPLETION CEREMONY

LEARN MORE AT  
[BALTMETROWBC.ORG](http://BALTMETROWBC.ORG)  
OR CALL  
443-885-2244.



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BALTIMORE METRO WOMEN'S  
BUSINESS CENTER @ MSU

## BARBARA A. ROBINSON ENTREPRENEURIAL MENTORING PROGRAM

BE A MENTOR!

JOIN OUR TEAM TODAY!

### CRITERIA FOR MENTORS

- Experienced Women Business Owners or Executives with a Passion for Counseling Women Business Owners
- Three to Five Years in Business
- Employer Identification Number (EIN)
- State of Maryland Business Registration (in Good Standing)
- One or More Employees or 1099 Contractors

### FLEXIBLE MENTORING SESSIONS

- Fit Your Schedule
- Showcase Your Business Expertise
- Assist Women Entrepreneurs with Real-world Advice & Coaching

### EXPERTISE NEEDED

- BUSINESS PLANNING
- FINANCIAL/BANKING
- OPERATIONS/
- MANAGEMENT
- MARKETING & SOCIAL MEDIA
- ENTREPRENEURIAL MINDSET
- PROCUREMENT
- LIKE BUSINESS CONNECTIVITY

LEARN MORE & SIGN  
UP TO BE A MENTOR AT  
[BALTMETROWBC.ORG](http://BALTMETROWBC.ORG)  
OR CALL  
443-885-2244.

THE BALTIMORE METRO WOMEN'S BUSINESS  
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SMALL BUSINESS ADMINISTRATION.



BALTIMORE METRO WOMEN'S  
BUSINESS CENTER @ MSU

## BARBARA A. ROBINSON ENTREPRENEURIAL MENTORING PROGRAM

STEPS TO JOIN MENTORING PROGRAM

### GET PAIRED WITH A GREAT MENTOR!



APPLY TO THE MENTORSHIP  
PROGRAM AT  
[BALTMETROWBC.ORG](http://BALTMETROWBC.ORG)  
OR CALL  
443-885-2244.

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SMALL BUSINESS ADMINISTRATION.



STEP 1:

### BALTMETRO WBC ORIENTATION

- Client attends orientation workshop to learn more about the Baltimore Metropolitan Women's Business Center and its mentoring program

STEP 2:

### ASSESSMENT & ACTION PLAN

- Client meets with counselor or mentor to complete an intake form & create custom action plan
- Client attends training workshops
- Client is referred to up to seven business owners with acumen in these areas:
  - Business Planning
  - Financial/Banking
  - Operations/Management
  - Marketing & Social Media
  - Entrepreneurial Mindset
  - Procurement
  - "Like Business" Connectivity

STEP 3:

### GRADUATION CELEBRATION

- Client completes program & enjoys recognition ceremony





# Action Plan





 **Baltimore Metro Women's Business Center**  
@ Morgan State University &  
the Internal Revenue Service

Presents

# LET'S TALK BUSINESS!!

INFORMATIONAL EVENT FOR  
BUSINESS MINDED INDIVIDUALS  
Tuesday, July 20, 2022  
3:00 p.m.

**Online Via Zoom**

Join our Community Business  
Resource Panel to learn about  
resources that are available to help  
you achieve your goals!

[Register Here](#)

For more  
information call:  
443-885-2244

**BAIL**

B – Banker  
A – Accountant  
I – Insurance  
L – Lawyer



# WOMEN'S BUSINESS CENTER COVID ASSISTANCE

FEBRUARY 17, 2022  
9:00 AM - 12 NOON

Virtual  
Summit



DO YOU NEED ASSISTANCE WITH YOUR BUSINESS  
DUE TO THE EFFECTS OF COVID 19?

*We invite you to join us for this "Meet the Experts" Summit*

Our Expert Panel:

- Increasing Sales: *Jessica Koch*
- Accounting/Payroll: *Lyndsae Peele*
- Financial Planning /Accounting: *Aneka Winstead*
- Digital Marketing /Social Media: *Glenna Cush*
- Government Contracting: *Mary Lee Kolick*
- Funding: *Nick Rudolph , MCE*
- SBA General Overview: *Rachel Howard , SBA*

*Register  
Here*

*Our Gift to You!*

Have your calendar handy to schedule your one-on-one  
**FREE Full Session** with the expert of your choice!!



Presents

Business seminars by



## Entering the World of International Trade

Attention Small Businesses:

Not exporting your products yet?

Do you want to expand your market reach?

Do you want to learn how to enter the  
international market?

Attend our 5-week virtual interactive series  
presented by International Trade content experts,  
concluding with an in-person Baltimore Port tour.

Free to attend, register by calling 443-885-3663  
or [CLICK HERE](#)

Class size limited! For more details contact  
Karen Shannon at [karen@exportevents.com](mailto:karen@exportevents.com)



[BALTMETROWBC.ORG](http://BALTMETROWBC.ORG)

Classes begin in April





W.O.M.E.N.

**28 APRIL 2022**  
**8:00 AM - 4:30 PM EST**  
**VIRTUAL BUSINESS**  
**SUMMIT**

The Women Veteran Entrepreneurs of Color (WVE) Initiative  
of Morgan State University EDAC's W.O.M.E.N. Presents

## BECOME A BUSINESS TRIPLE THREAT!

**SECURE THE 3 C'S:**  
**CONTRACTS, CONTACTS,**  
**AND CAPITAL**

### ALL ARE WELCOME TO ATTEND!

Put your business in line for further greatness and a wealth of  
resource and knowledge with our upcoming 2022 event!

**REGISTER TO WIN EITHER A FREE GSA SCHEDULE**  
**OR A FREE BUSINESS ASSESSMENT!**  
*Compliments of GSA Federal Solutions, Inc.*



#### CONTRACTS

Learn about what regulations will  
impact contracting efforts and how to  
find, obtain, and manage  
procurement opportunities



#### CONTACTS

Gain the advantage to network with  
small business liaisons and fellow  
entrepreneurs



#### CAPITAL

Discern what type of capital your  
business needs as well as where  
and how to find them



**Text WVE to 410-881-6697 or**  
**scan the QR code to Register**



ORDER WITH

**Uber Eats**



## Empowerment Hour REAL TALK

Wednesday Morning 7am & Evening 7pm



The Bold – Game Changing – Principled & Courageous  
Women's Entrepreneurial Leadership Collective

**TBGPC**

**Laugh - Cry - Be encouraged**  
**Get solutions!**



## MARYLAND WOMEN'S SMALL BUSINESS CELEBRATION 2022

FIRST LADY YUMI HOGAN



FRIDAY  
21 OCT



TIME  
9:00 AM

Morgan State University Student Center  
1700 East Cold Spring Lane Baltimore, MD 21251



To register: <https://baltmetrowbc.org/>



Maryland

Governor's Office of Small, Minority and  
Women Business Affairs



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SBA Open House



# IT TAKES A VILLAGE

**Coming together to help each other succeed!**

**NOV 29, 2022**

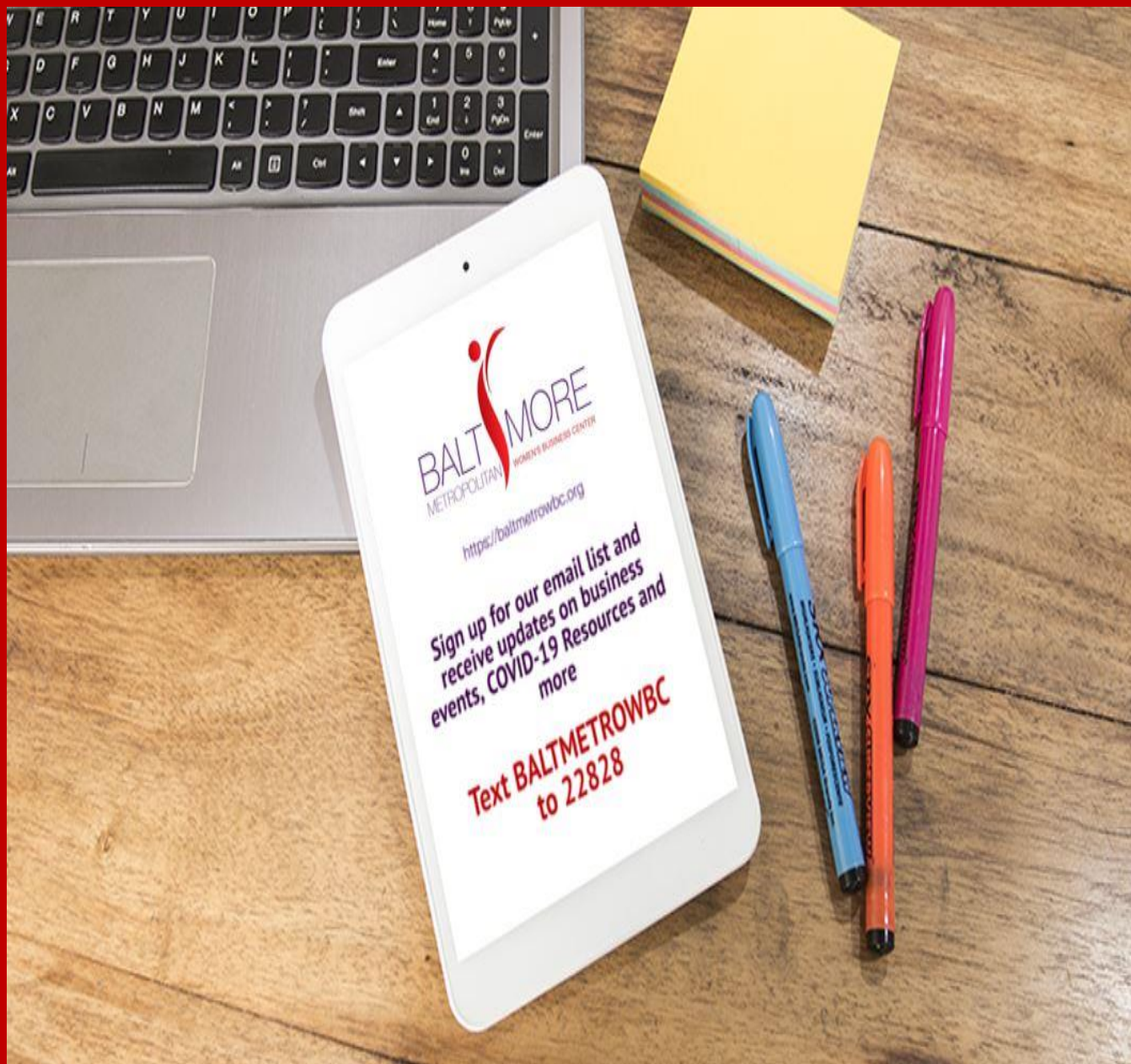
**4pm - 6pm**

Morgan State University Student Center  
1700 East Cold Spring Lane  
Baltimore, MD 21251

**To register, visit us at: [baltmetrowbc.org](https://baltmetrowbc.org)**



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[www.baltmetrowbc.org](http://www.baltmetrowbc.org)

[baltmetrowbc@morgan.edu](mailto:baltmetrowbc@morgan.edu)

Baltimore Metropolitan Women's  
Business Center  
Entrepreneurial Development  
Assistance Center  
Division of Academic Outreach and  
Engagement  
4100 Hillen Road  
GBM 302  
Baltimore, MD 21251  
443-885-3663 (office)  
[ann.frank@morgan.edu](mailto:ann.frank@morgan.edu)

# Technical Training Classroom Webinars

**REGISTER NOW**

**Tuesday October 25, 2022**

**10 a.m.**

**Navigating eMaryland Marketplace  
Advantage (eMMA)**

**Thursday, October 27, 2022**

**10 a.m.**

**Maryland's Minority Business  
Enterprise (MBE)  
Contractors' and Subcontractors'  
Rights & Responsibilities**



# Upcoming Webinars and Outreach Workshops

## **Latinos In Tech: Celebrating Hispanic Heritage Month (webinar)**

Thursday, October 13, 2022 @ 10:00 am

## **Maryland Women's Small Business Celebration (In-Person)**

Friday, October 21, 2022 9 a.m. @ Morgan State University

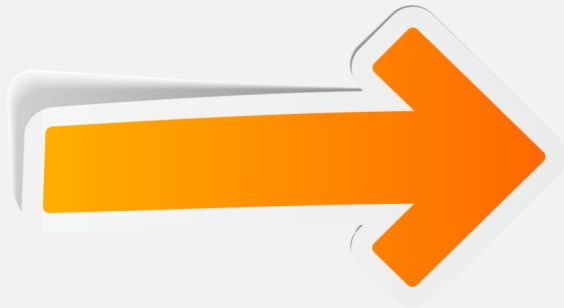
## **Veteran-Owned Small Business Appreciation Day (In-Person)**

Wednesday, November 9, 2022 @ 11 a.m. @ Live! Casino & Hotel





To register to receive our notices of all upcoming classes, workshops and monthly bulletin go to [www.goMDsmallbiz.maryland.gov](http://www.goMDsmallbiz.maryland.gov).

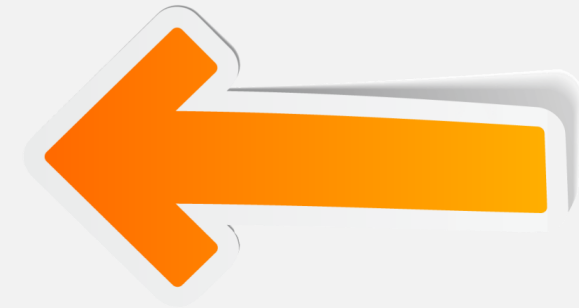


**-STAY CONNECTED-**

Sign up to receive news and notifications affecting the small business community.

★Email Address

Submit



# Resources & Partners

Governor's Office of Small, Minority & Women  
Business Affairs

<https://gomdsmallbiz.maryland.gov/Pages/default.aspx>

Maryland's Office of Minority Business Enterprise  
(OMBE)

[https://www.mdot.maryland.gov/tso/pages/Index.aspx?  
PageId=90](https://www.mdot.maryland.gov/tso/pages/Index.aspx?PageId=90)

Maryland Department of Commerce  
Maryland Financial Incentives for Business

[https://commerce.knack.com/maryland-funding-  
incentives](https://commerce.knack.com/maryland-funding-incentives)

Maryland Small Business Development Center (SBDC)

<https://www.marylandsbdc.org/>

Department of Housing & Community Development  
Business Lending

<https://dhcd.maryland.gov/Business/Pages/default.aspx>

Maryland Procurement Technical Assistance  
Center (PTAC)

<https://www.mdptac.org/>

Greater Baltimore SCORE

<https://greaterbaltimore.score.org/>

Maryland Women's Business Center (MWBC)

<https://marylandwbc.org/>

Baltimore-Metro Women's Business Center  
(Balt-Metro WBC)

<https://www.baltmetrowbc.org/>

Maryland Capital Enterprises, Inc.

<https://marylandcapital.org/>

TEDCO

<https://www.tedcomd.com/>



# Thank You!

[www.goMDsmallbiz.maryland.gov](http://www.goMDsmallbiz.maryland.gov)



Small Biz Resource  
**C O N N E C T I O N S**



Maryland **OPEN** for Business!

